



8-29-7

Atty. Docket No. 696.002

3622
JRW

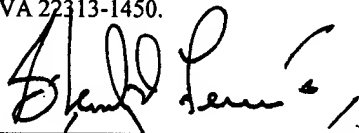
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of : Srinivasan et al
Serial No. : 09/804,735 Examiner : J. Janvier
Filed : March 13, 2001 Art Unit : 3622
For : DETERMINING THE EFFECTIVENESS OF
INTERNET ADVERTISING (as amended)

August 28, 2007

RESPONSE TO NOTICE OF NON-COMPLIANT AMENDMENT

I hereby certify that this paper (along with any referred to as being attached or enclosed) is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" Service under 37 C.F.R. § 1.10, "Express Mail" Mailing Label No. EM 042619435 US, Date of Deposit, August 28, 2007, on the date indicated above and is addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria VA 22313-1450.


Stanley D. Ference III
Reg. No. 33,879August 28, 2007
Date of Signature

Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Sir:

Responsive to the Notice of Non-Compliant Amendment dated August 1, 2007,
kindly enter the following corrected Amendments to the Claims section, which includes a
complete listing of all the claims, with the status identifier for claim 20 being changed.

Amendments to the Claims are reflected in the listing of claims which begins on page 3 of this paper.

Remarks begin on page 8 of this paper.